

What To Look For When Hiring An Agency For A Premium Typography Rebrand

Deciding to rebuild your brand identity around a distinctive typeface is a significant investment, and choosing the right creative partner to execute that vision matters just as much as the typographic decision itself. If you are evaluating a [marketing agency bauer bodoni](#) expertise is relevant to, this guide walks through exactly what to look for when hiring an agency for this kind of premium, typography driven rebrand, from portfolio evaluation to contract considerations that protect your investment.

Why This Kind Of Rebrand Requires Specific Agency Expertise

Not every marketing agency has genuine experience working with high contrast, historically rooted typefaces like this one, and choosing a generalist agency without this specific background can result in beautiful initial concepts that fall apart once applied across the full range of real world marketing materials your brand actually needs. Understanding what genuine expertise in this area looks like helps you evaluate potential agency partners far more effectively than judging purely on overall portfolio polish.

Reviewing An Agency's Typography Specific Portfolio Work

When evaluating a potential agency, look specifically for previous projects involving distinctive, high contrast serif typography rather than simply reviewing their general portfolio for overall visual quality. Ask to see how their typography choices held up across a full brand system, including small scale applications like business cards or packaging labels, not just hero images and large format materials where legibility challenges are less apparent. An agency that can show thoughtful, consistent typography application across a genuinely diverse range of deliverables demonstrates the specific expertise this kind of rebrand requires.

Asking About Their Typeface Selection Process

A genuinely experienced agency should be able to clearly articulate how they approach typeface selection for clients, including what research and discovery work informs their recommendations, rather than simply defaulting to whatever typeface is currently trending in the design community. Ask potential agency partners to walk you through a past project where they specifically recommended a distinctive serif typeface, including what client goals

shaped that recommendation and how they tested it across different applications before finalizing the decision.

Evaluating Their Approach To Digital Performance

Given that typefaces with dramatic stroke contrast can present genuine legibility challenges on digital screens, ask potential agencies directly how they handle this consideration in their typography driven rebrand work. A strong answer should address specific technical considerations like web font optimization, appropriate sizing guidelines for different digital contexts, and a clear strategy for pairing the distinctive typeface with a more neutral, highly legible supporting font for body copy and functional interface elements.

Understanding Their Brand Guideline Deliverables

Before signing with any agency, clarify exactly what brand guideline documentation they will provide as part of the engagement, since a truly complete deliverable should cover specific weight usage rules, minimum size thresholds, approved color pairings, and explicit guidance preventing common misapplications. Agencies that treat brand guidelines as a genuine strategic deliverable, rather than a brief afterthought document, tend to protect your investment far more effectively over the years following the initial rebrand project.

Questions To Ask About Licensing Handling

Confirm directly how the agency handles typeface licensing as part of their project process, including whether licensing costs are included in their quoted project fee or billed separately, and whether they take responsibility for ensuring the correct license type is purchased for all your intended use cases, including print, web, and any app or broadcast applications your brand might eventually require. Agencies with genuine experience in this area should have a clear, confident answer to this question rather than treating it as an afterthought outside their normal process.

Reviewing Client References From Similar Projects

Request references specifically from clients who underwent a similar typography focused rebrand, rather than general references from any past client, and ask these references directly about how the recommended typeface performed once rolled out across their actual marketing materials over time, not just how it looked in initial concept presentations. This kind of specific, project relevant reference checking often reveals practical insights that a general portfolio review alone would not surface.

Understanding Their Testing And Iteration Process

Ask how the agency tests typography decisions before finalizing a rebrand recommendation, including whether they conduct any form of stakeholder or audience testing beyond internal creative team preference. Agencies with a more rigorous, evidence informed process, even

if simple, generally deliver stronger long term results than those relying purely on the creative team's confident aesthetic judgment without any external validation built into their process.

Red Flags Worth Watching For

Be cautious of agencies that recommend this typeface or similarly distinctive typography without first understanding your specific brand positioning, audience, and competitive context, since this suggests a template driven approach rather than genuine strategic thinking tailored to your business. Be equally cautious of agencies unable to clearly explain how they would handle the typeface's known digital legibility limitations, since this gap in technical understanding often surfaces as real problems once your rebrand rolls out across your actual website and digital marketing channels.

Negotiating A Contract That Protects Your Investment

When finalizing your agreement with a chosen agency, ensure the contract clearly specifies deliverables including complete brand guidelines, confirms who holds licensing responsibility and cost for the typeface itself, and includes a reasonable revision process for refining typography applications across your actual marketing materials during the engagement rather than treating initial concepts as immediately final. This kind of clear contractual structure protects your investment and sets realistic expectations for both parties throughout the engagement.

Setting Realistic Timelines For A Typography Driven Rebrand

A genuinely thorough rebrand process involving distinctive typography selection, testing across deliverables, and comprehensive guideline development typically takes longer than a simple logo refresh, so set realistic timeline expectations with your chosen agency from the outset. Rushing this process to meet an unrealistic deadline often results in incomplete testing and guideline development, increasing the likelihood of inconsistent or poorly considered typography application once your rebrand actually launches across your full range of marketing materials.

Frequently Asked Questions

What should I look for in an agency's portfolio for a typography focused rebrand?

Look for previous projects showing consistent application of distinctive typography across a full range of deliverables, including small scale applications, not just polished hero images and large format materials.

Should typeface licensing costs be included in an agency's project quote? This varies by agency, so it is important to confirm directly whether licensing is included or billed separately, and who takes responsibility for ensuring the correct license type is purchased.

What brand guideline deliverables should I expect from a quality agency?

Comprehensive guidelines should cover specific weight usage, minimum size thresholds, approved color pairings, and explicit rules preventing common misapplications of the typeface across your marketing materials.

How can I tell if an agency has genuine experience with this kind of typography? Ask them to walk through a past project where they recommended similar distinctive serif typography, including their research process and how they tested it across different real world applications.

How long should a typography driven rebrand project realistically take? This process typically takes longer than a simple logo refresh, since thorough typeface selection, deliverable testing, and comprehensive guideline development all require meaningful time to execute properly.

Final Thoughts On Choosing The Right Agency Partner

Selecting the right marketing agency bauer bodoni expertise genuinely matters to comes down to careful evaluation of their portfolio depth, technical understanding of digital performance considerations, and disciplined approach to brand guideline development, rather than simply choosing based on overall creative polish alone. Asking direct questions about their process, checking project specific references, and negotiating a contract that clearly protects your investment all contribute to a partnership that delivers lasting value from your typography driven rebrand. With the right agency partner and a clear, informed evaluation process behind your decision, this distinctive typeface can become a genuinely powerful, lasting asset for your brand.